



WXYZ

ORDER

Print Date 11/12/12 Page 1 of 4

Flight Dates **10/10/12-10/15/12**

Contract / Revision **314257 /**

Original Date / Revision
10/09/12 10/31/12

Advertiser **MI Energy MI Jobs**

Agency **Byrum & Fisk**

Buying Contact

**1322 G Street SE
Washington, DC 20003**

Product

MI Energy MI Jobs 10.10-10.15.12

Agency Com 15%

Billing Contact

**1322 G Street SE
Washington, DC 20003**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **1745**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	68	\$90,843.75	\$106,875.00	0.00
Totals	68	\$90,843.75	\$106,875.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	68	\$90,843.75	\$106,875.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WXYZ	10/10/12	10/15/12	5am News M-F 5am News M-F	CM	5-6am M-F	1--11--	:30	3	\$900.00	FX	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/12	10/16/12	1--11--			3		\$900.00		0.00				
N 2	WXYZ	10/10/12	10/15/12	6am News M-F Action News 6am	CM	6-7am M-F	2--22--	:30	6	\$2,000.00	FX	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/10/12	10/16/12	2--22--			6		\$2,000.00		0.00				
N 3	WXYZ	10/10/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	2--22--	:30	6	\$2,000.00	FX	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



WXYZ

Print Date: 11/12/12

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Contract / Revision **314257** Flight Dates **10/10/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/31/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs 10.10-10** Estimate # **1745**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/10/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	2--22--	:30	6	\$2,000.00	FX	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	2--22--		6				\$2,000.00		0.00			
N 4	WXYZ	10/13/12	10/13/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-----S-		1				\$500.00		0.00			
N 5	WXYZ	10/13/12	10/13/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-----S-		1				\$900.00		0.00			
N 6	WXYZ	10/13/12	10/13/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-----S-		1				\$900.00		0.00			
N 7	WXYZ	10/14/12	10/14/12	Action News SUN 6am Action News SUN 6am	CM	SUN 6-7am	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-----S		1				\$500.00		0.00			
N 8	WXYZ	10/14/12	10/14/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-----S		1				\$900.00		0.00			
N 9	WXYZ	10/14/12	10/14/12	Action News SUN 8am Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-----S		1				\$900.00		0.00			
N 10	WXYZ	10/14/12	10/14/12	Spotlight SUN 930am Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-----S		1				\$1,200.00		0.00			
N 11	WXYZ	10/14/12	10/14/12	This Week SUN 10am This Week SUN 10am	CM	Sun 10-11am	-----S	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	-----S		1				\$3,000.00		0.00			
N 12	WXYZ	10/10/12	10/15/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	1--11--	:30	3	\$1,000.00	FX	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	1--11--		3				\$1,000.00		0.00			
N 13	WXYZ	10/10/12	10/15/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	1--11--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	1--11--		3				\$800.00		0.00			
N 14	WXYZ	10/10/12	10/15/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	1--11--	:30	3	\$3,000.00	FX	0.00	NM	3	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	1--11--		3				\$3,000.00		0.00			
N 15	WXYZ	10/10/12	10/15/12	12-1pm M-F 12-1pm	CM	12-1pm	1--11--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	1--11--		3				\$1,200.00		0.00			



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Contract / Revision

314257

Flight Dates 10/10/12-10/15/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/31/12

Order Sep 00:20:00

Advertiser MI Energy MI Jobs

Product MI Energy MI Jobs 10.10-10 Estimate # 1745

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N15	WXYZ	10/10/12	10/15/12	12-1pm M-F 12-1pm	CM	12-1pm	1--11--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1--11--					3	\$1,200.00		0.00			
N16	WXYZ	10/10/12	10/15/12	M-F 1p-2p The Chew	CM	1-2pm M-F	1--11--	:30	3	\$1,200.00	FX	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1--11--					3	\$1,200.00		0.00			
N17	WXYZ	10/10/12	10/15/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	1--12--	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1--12--					4	\$1,200.00		0.00			
N18	WXYZ	10/10/12	10/15/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	1--11--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1--11--					3	\$1,000.00		0.00			
N19	WXYZ	10/10/12	10/15/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	1--11--	:30	3	\$1,400.00	FX	0.00	NM	3	\$4,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1--11--					3	\$1,400.00		0.00			
N20	WXYZ	10/10/12	10/15/12	5p News 5-6pm M-F	CM	5-6pm M-F	1--11--	:30	3	\$2,000.00	FX	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1--11--					3	\$2,000.00		0.00			
N21	WXYZ	10/13/12	10/13/12	Early News Sa 7p (Foll 3p) Sa 7-8p	CM	7pm Sat	-----S-	:30	1	\$2,000.00	FX	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	-----S-					1	\$2,000.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
		1	WXYZ	10/10/12-10/16/12	Early News Sa 7p (Foll Sport 7pm Sat)		-----Sa--	:30		(\$2,000.00)		0.00	NM		
Credited															
N22	WXYZ	10/10/12	10/12/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	--1-1--	:30	2	\$3,000.00	FX	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	--1-1--					2	\$3,000.00		0.00			
N23	WXYZ	10/10/12	10/15/12	M-F 1205a-105a Jimmy Kimmel Live	CM	1205am-105am M-F	1-111--	:30	4	\$750.00	FX	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1-111--					4	\$750.00		0.00			
N24	WXYZ	10/10/12	10/15/12	M-F 106a-206a M-F 106a-206a	CM	106am-206am	1-111--	:30	4	\$400.00	FX	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	1-111--					4	\$400.00		0.00			
N25	WXYZ	10/13/12	10/13/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	-----S-					1	\$250.00		0.00			
N26	WXYZ	10/13/12	10/13/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	-----S-					1	\$175.00		0.00			



WXYZ

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Contract / Revision **314257** Flight Dates **10/10/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/31/12

Order Sep 00:20:00

Advertiser **MI Energy MI Jobs**

Product **MI Energy MI Jobs 10.10-10** Estimate # **1745**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	WXYZ	10/14/12	10/14/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	-----S					1	\$1,000.00		0.00			
N28	WXYZ	10/14/12	10/14/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	-----S					1	\$250.00		0.00			
N29	WXYZ	10/10/12	10/10/12	Wednesday Prime C NASHVILLE	CM	10-11pm Wednesd	-W----	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	--W----					1	\$7,500.00		0.00			
N30	WXYZ	10/11/12	10/11/12	Thursday Prime A LAST RESORT	CM	8-9pm Thursday	---T---	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	---T---					1	\$5,000.00		0.00			
N31	WXYZ	10/14/12	10/14/12	Sunday Prime D PARK AVE	CM	10-11pm Sunday	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	-----S					1	\$7,000.00		0.00			
Totals														68	\$106,875.00